SUCCESSFUL GRADUATE ADMISSIONS & ENROLLMENT IN AN UNDERGRADUATE CULTURE

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RECRUITMENT & RETENTION STRATEGIES FOR OUR MARKET!
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WELCOME!!
WHAT WILL WE TALK ABOUT?

**Identifying target markets**

**Working around traditional student branding messages**

**Articulating recruiting needs to decision makers**

**Creating effective communication plans**

**Planning and hosting well-attended events**
1. Reputation/quality of desired program
2. General reputation of college
3. Schedule of courses
4. Location
5. Program completion time
6. Cost
7. Ease and efficiency of enrolling
8. Acceptance of prior credits
9. Career placement opportunities
ASK YOURSELF:

“Am I marketing to my prospects based on the strengths of my institution according to that list?

“Am I sending a message that will appeal to graduate prospects?”
UNDERGRADUATE

GRADUATE

WORK AROUND TRADITIONAL STUDENT BRANDING MESSAGES
UNDERGRADUATE

WORK AROUND TRADITIONAL
STUDENT BRANDING MESSAGES

GRADUATE
USE “GENERIC” CAMPUS PHOTOS
HOW DO I COMMUNICATE GRADUATE NEEDS TO DECISION MAKERS?

YES, IT CAN BE DONE!

“Be sincere; be brief, be seated.”
~Franklin Delano Roosevelt
AWARENESS
ENGAGEMENT
MOTIVATION
REFLECTION
MEDIATION
RECIPIROCITY
PARTICIPATION

COLLABORATE with Decision Makers
WORD OF MOUTH

COMMUNICATION PLAN
“WORDS” FROM YOUR COMMUNICATION PLAN

COMMUNICATION PLAN
USE SOCIAL MEDIA
KEY POINTS TO REMEMBER:

- THINK ABOUT STUDENTS’S PERSPECTIVE
- FOCUS ON CUSTOMER PREFERENCES
- THINK ABOUT THE FUNNEL ...
  - DELIVER THE RIGHT MESSAGE...AT THE RIGHT TIME...IN THE RIGHT WAY
- USE MULTI-PRONGED APPROACH
- USE SOCIAL MEDIA
- FOCUS ON CUSTOMER PREFERENCES
- USE SCIENTIFIC STUDIES & INTERNAL DATA
“There's something different about meeting face-to-face and having a conversation that's not delayed or happening through Facebook messages or limited to 14 characters.”

~Karen Hartline, 2011
Mashable
(NY Social-Media News Outlet)
• What’s the budget?
• When? Date /Time most convenient customers
• What will happen? Presentations? One-on-One meetings?
• Order Food /Beverages?
• Who should we invite? How?
• Place invitation inside a box of candy, Cracker Jack or something else fun
• Track RSVPs
• Provide name tags for everyone
• Provide signage & parking info
• Host weekend event? Spouses/kids
• Host adults only? After-work mixer.
• Assign greeters & guides
• Offer short tours of your operation.
• Take lots of photos & post them on Facebook ‘fan’ page.

EVENTS CHECKLIST

~Jane Applegate, 2011
www.pbsmartessentials.com/get-more-customers
KNOW your market: Read, Research, Rely on their input

Bridge gaps between traditional & graduate messages

Educate and Collaborate with decision makers

Work closely with those who create collateral materials

Communicate messages the way your market prefers

Carefully plan events, (Use the checklist!)
QUESTIONS???

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